

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WISCONSIN	4,891,769	5,363,675	5,466,418	5,637,212
MEDIAN AGE (YRS)		36.0	36.9	38.0
DULUTH, WI	239,973	243,815	241,430	237,498
MEDIAN AGE (YRS)		38.4	39.4	40.6
HISPANICS (ANY RACE)		1,912	2,061	2,362
STATE'S PERCENTAGE		0.78%	0.85%	0.99%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	231,484	228,155	223,347
MSA'S PERCENTAGE	94.94	93.58	91.61
MEDIAN AGE (YRS)	39.2	40.4	42.0
BLACK/AFRICAN-AMERICAN	1,950	2,336	2,577
MSA'S PERCENTAGE	0.80	0.96	1.06
MEDIAN AGE (YRS)	26.0	25.8	26.1
AMERICAN INDIAN/NATIVE	4,860	5,189	5,375
MSA'S PERCENTAGE	1.99	2.13	2.20
MEDIAN AGE (YRS)	27.0	26.9	26.8
ASIAN	1,606	1,680	1,784
MSA'S PERCENTAGE	0.66	0.69	0.73
MEDIAN AGE (YRS)	23.2	23.3	23.1
HAWAII/PACIFIC ISLANDER	66	65	73
MSA'S PERCENTAGE	0.03	0.03	0.03
MEDIAN AGE (YRS)	32.7	32.4	32.6
OTHER	536	597	698
MSA'S PERCENTAGE	0.22	0.24	0.29
MEDIAN AGE (YRS)	20.7	21.2	20.6

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	28,217	27,674
SUBURBAN	123,801	121,431
RURAL	89,412	88,393

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$40,719	-----	
PER CAPITA	\$21,489	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$3,569,234,000	\$4,377,516,000	22.65%
FOOD AT HOME TOTAL	\$438,730,400	\$481,297,600	9.70%
FOOD AWAY FROM HOME TOTAL	\$372,413,100	\$452,927,300	21.62%
FOOD AS % OF TOTAL EXPENDITURES	22.73%	21.34%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$78,944,900	\$86,960,400	10.15%
FISH & SEAFOOD PRODUCTS	\$7,716,600	\$8,548,900	10.79%
FRUITS & VEGETABLES	\$45,393,500	\$49,237,500	8.47%
DAIRY PRODUCTS	\$48,566,300	\$53,152,400	9.44%
BAKERY PRODUCTS	\$48,542,900	\$51,660,800	6.42%
CEREALS & PRODUCTS	\$24,011,800	\$26,689,500	11.15%
PREPARED FOODS	\$74,526,100	\$83,031,000	11.41%
JUICES	\$10,318,200	\$11,234,600	8.88%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$25,942,200	\$34,776,300	34.05%
FAST FOOD	\$11,239,400	\$14,488,300	28.91%
FULL SERVICE	\$14,702,700	\$20,288,000	37.99%
LUNCH	\$92,403,600	\$111,766,400	20.95%
FAST FOOD	\$56,127,300	\$65,878,100	17.37%
FULL SERVICE	\$36,276,300	\$45,888,300	26.50%
DINNER	\$134,514,900	\$166,867,200	24.05%
FAST FOOD	\$55,141,900	\$64,859,400	17.62%
FULL SERVICE	\$79,373,100	\$102,007,800	28.52%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$783	\$857	9.45%
POULTRY	\$193	\$213	10.36%
EGGS	\$33	\$35	6.06%
FISH & SEAFOOD			
FRESH	\$38	\$41	7.89%
FROZEN	\$27	\$31	14.81%
CANNED	\$12	\$12	0.00%
FRUITS / VEGETABLES			
FRESH	\$296	\$322	8.78%
CANNED	\$81	\$90	11.11%
FROZEN	\$55	\$56	1.82%
OTHER	\$18	\$17	-5.56%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$164	\$175	6.71%
CHEESE	\$132	\$138	4.55%
ICE CREAM	\$76	\$82	7.89%
BUTTER / MARGARINE	\$41	\$49	19.51%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$371	\$393	5.93%
COOKIES	\$70	\$73	4.29%
CRACKERS	\$40	\$43	7.50%
CEREALS & PRODUCTS			
CEREALS	\$144	\$153	6.25%
PASTA PRODUCTS	\$37	\$44	18.92%
FLOUR & MIXES	\$41	\$48	17.07%
RICE	\$16	\$19	18.75%
PREPARED FOODS			
SNACKS/CHIPS	\$135	\$156	15.56%
JUICES	\$102	\$111	8.82%
FROZEN/PREP. OTHER	\$109	\$126	15.60%
SOUPS	\$64	\$74	15.63%
SAUCES & GRAVIES	\$56	\$56	0.00%
BABY FOOD	\$39	\$42	7.69%
FROZEN MEALS	\$41	\$47	14.63%
NUTS	\$32	\$34	6.25%
SALADS	\$23	\$27	17.39%

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